



Patricia M. Ladolcetta
Director of Finance - City of Hallandale Beach
400 S. Federal Hwy. Hallandale Beach, FL 33009

July 16, 2010

Dear Ms. Ladolcetta,

The Hallandale Beach Area Chamber of Commerce Travel and Tourism Committee would like to request that the City of Hallandale Beach include a tourism initiative in the CRA Budget for 2010-11 in the amount of \$15,000.00.

Hallandale Beach Chamber of Commerce Travel and Tourism Committee's Mission is to serve the broader interests of the community in building sustainability measures by supporting, maintaining, and expanding the domestic and international travel market to our city. It is our mission to ensure visitors have an unparalleled experience of hospitality through the city's dining, shopping, entertainment, and sporting life. **Our Vision** is to enhance and showcase the city of Hallandale Beach as a World Class Destination.

The funds that the city allocates to the Chamber of Commerce tourism committee for this project will help us to create 10,000 + maps of our local area for residents and visitors. This amount will pay for production ONLY and does NOT include administrative costs. This amount is less than the costs associated with the project. Chamber of commerce tourism committee will sell ad space to make up the additional monies for project completion.

This money will allow the Chamber of Commerce Tourism Committee to:

- Sell ad space to raise the balance of monies needed for finished project
- Oversee entire design and production (after city approval) for a complete Map of Hallandale Beach
- Co-ordinate and organize layout, sketching and design
- Organize and oversee proofs and changes during the printing process
- Distribute Map through local and national outlets

Costs associated with the project: (starting at \$20,700)

- Initial illustration and production (One time Fee) is \$ 17,500

- Printing costs	size	10,000	20,000	50,000
	18" x 28 "	\$3200	\$5600	\$9000
	18" x 32"	\$3500	\$5900	\$9570

Thank you in Advance for your consideration,

Hallandale Beach Chamber of Commerce Travel and Tourism Members

Gulfstream Park Racing & Casino, Mardi Gras Casino, The Village at Gulfstream Park, The Westin Diplomat Resort & Spa, Hampton Inn - Hallandale/Aventura, Crowne Plaza Hollywood Beach, Cpumpian PR, Digital Outernet Inc., Ear-Q Corp, Target Media Group, Hallandale Beach Area Chamber of Commerce

Respectfully submitted by: Patricia Genetti, Executive Director, Hallandale Beach Area Chamber of Commerce

cc: Mark Antonio, Nydia Rafols, Jennifer Frastai

Hallandale Beach Area Chamber of Commerce
400 S. Federal Hwy #192, Hallandale Beach, FL 33009